

INVOICE



WXII
700 Coliseum Drive
Winston-Salem, NC 27106
Main: (336)721-9944
Billing: (410)338-6432

www.wxii12.com

Billing Address:

Media Placement Services
Attention: Peggy Shufelt
709 Westchester Dr.
Suite 101-102
High Point, NC 27262

Send Payment To:

WXII
PO Box 26888
Lehigh Valley, PA 18002-6888

Invoice #	Invoice Date	Invoice Month	Invoice Period
963177-1	10/21/12	October 2012	10/01/12 - 10/21/12

Station	Account Executive	Sales Office	Sales Region
WXII	WXII House Local WXII Hous	Winston Salem	Local

Advertiser	Product	Estimate Number
Troxler/RNC Comm of Agri	10/16/12 - 10/21/12	

Flight Dates	Order #	Alt Order #
10/16/12 - 10/21/12	963177	

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling
Political Duplicate File Copy

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/16/12	10/21/12	NBC Today Show	7-9am	-TWTF--	:30	2	\$500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-TWTF--	2	\$500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXII	Tu	10/16/12	8:44 AM	NBC Today Show	7-9am	:30	TROXLERFUTURE	\$500.00 NM
2	WXII	W	10/17/12	8:42 AM	NBC Today Show	7-9am	:30	TROXLERLEADERSHIP	\$500.00 NM
2	10/16/12	10/21/12	NBC Saturday Today	8-10am	-----S-	:30	1	\$350.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-----S-	1	\$350.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXII	Sa	10/20/12	9:43 AM	NBC Saturday Today	8-10am	:30	TROXLERLEADERSHIP	\$350.00 NM
3	10/16/12	10/21/12	NBC Sunday Today	8-9am	-----S	:30	1	\$400.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-----S	1	\$400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXII	Su	10/21/12	8:49 AM	NBC Sunday Today	8-9am	:30	TROXLERFUTURE	\$400.00 NM
4	10/16/12	10/21/12	M-F WXII 12 News @ No12-1pm		-TWTF--	:30	5	\$150.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-TWTF--	5	\$150.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXII	Tu	10/16/12	12:10 PM	M-F WXII 12 News @ Noon	12-1pm	:30	TROXLERLEADERSHIP	\$150.00 NM
5	WXII	Tu	10/16/12	12:41 PM	M-F WXII 12 News @ Noon	12-1pm	:30	TROXLERFUTURE	\$150.00 NM
2	WXII	W	10/17/12	12:14 PM	M-F WXII 12 News @ Noon	12-1pm	:30	TROXLERFUTURE	\$150.00 NM
3	WXII	Th	10/18/12	12:39 PM	M-F WXII 12 News @ Noon	12-1pm	:30	TROXLERLEADERSHIP	\$150.00 NM
4	WXII	F	10/19/12	12:44 PM	M-F WXII 12 News @ Noon	12-1pm	:30	TROXLERFUTURE	\$150.00 NM
5	10/16/12	10/21/12	M-F WXII 12 News @ 6 p6-630pm		-TWTF--	:30	3	\$900.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-TWTF--	3	\$900.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXII	Tu	10/16/12	6:22 PM	M-F WXII 12 News @ 6 pm	6-630pm	:30	TROXLERFUTURE	\$900.00 NM
2	WXII	W	10/17/12	6:12 PM	M-F WXII 12 News @ 6 pm	6-630pm	:30	TROXLERFUTURE	\$900.00 NM

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertiser.
 We warrant that the actual broadcast information shown on this invoice was taken from the program log.

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Advertiser		Product	Estimate Number
Troxler/R/NC Comm of Agr		10/16/12 - 10/21/12	

www.wxii12.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	10/16/12	10/21/12	M-F WXII 12 News @ 6 p6-630pm		-TWTF--	:30	3	\$900.00	NM
Class of Time - Pre-emptible with notice									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
3 WXII Th 10/18/12 6:13 PM M-F WXII 12 News @ 6 pm 6-630pm :30 TROXLERLEADERSHIP \$900.00 NM									
6	10/16/12	10/21/12	M-F WXII 12 News @ 5 p5-6pm		-TWTF--	:30	3	\$600.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/15/12 10/21/12 -TWTF-- 3 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
3 WXII Tu 10/16/12 5:58 PM M-F WXII 12 News @ 5 pm 5-6pm :30 TROXLERLEADERSHIP \$600.00 NM									
1 WXII W 10/17/12 5:41 PM M-F WXII 12 News @ 5 pm 5-6pm :30 TROXLERLEADERSHIP \$600.00 NM									
2 WXII Th 10/18/12 5:13 PM M-F WXII 12 News @ 5 pm 5-6pm :30 TROXLERFUTURE \$600.00 NM									
7	10/16/12	10/21/12	Su WXII 12 News @ 6 pm6-630pm		-----S	:30	1	\$375.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/15/12 10/21/12 -----S 1 \$375.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII Su 10/21/12 6:29 PM Su WXII 12 News @ 6 pm 6-630pm :30 TROXLERLEADERSHIP \$375.00 NM									
Total Spots							16		

Payment Terms 30 Days

<u>Gross Total</u>	\$7,375.00
<u>Agency Commission</u>	\$1,106.25
<u>Net Amount Due</u>	\$6,268.75